11. The method of claim 7 further comprising:

receiving a request from a player character to use a digital work that already exists in the virtual environment;

determining if the digital work is subject to a copyright.

12. The method of claim 11, wherein if the digital work is subject to a copyright, the method further comprises:

identifying an owner of the copyright;

requesting the copyright owner's permission to use the copyright; and

if the copyright owner's permission is granted, allowing the player character to use the digital work.

13. The method of claim 11, wherein if the digital work is subject to a copyright, the method further comprises:

determining a pricing scheme for use of the digital work;

receiving compensation from the player character for use of the digital work; and

providing compensation to the copyright owner.

14. The method of claim 13 wherein determining a pricing scheme for use of the digital work comprises identifying the virtual space in which the digital work will be used.

15. The method of claim 13 wherein determining a pricing scheme for the digital work comprises identifying the average number of player characters that will have access to the digital work where it is to be used.

16. The method of claim 13 wherein determining a pricing scheme for the digital work comprises determining a royalty scheme based on the number of unique impressions by the player character using the digital work.

17. The method of claim 13 wherein determining a pricing scheme for the digital work comprises identifying a flat fee.

18. The method of claim 13 wherein determining a pricing scheme for the digital work comprises receiving a price from the copyright owner.

19. The method of claim 10 further comprising providing an exchange configured to allow player characters to buy, sell, or trade copyrighted digital works.

20. The method of claim 10 further comprising providing an exchange configured to allow player character to buy, sell, or trade copyright ownership of digital works.

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